



## **Press Release**

Public Affairs Section

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# **U.S. Commercial Service Announces 2012 U.S. Trade Show Schedule and Sponsored Delegate Opportunities**

LIMA, NOVEMBER 16, 2011 – The U.S. Commercial Service of the U.S. Embassy Lima announces the International Buyer Programs (IBP) 2012 trade show program in the United States and invites interested attendees to apply to become a member of the IBP-sponsored delegation from Lima. The IBP sponsors delegates from around the world to attend major trade shows in the United States as a way to assist international buyers to establish business contacts with U.S. and international firms. Each year the U.S. Commercial Service in Lima sponsors approximately 15-20 Peruvian companies as delegates to each IBP trade show. Benefits enjoyed by IBP delegates include: Assistance with registration and travel arrangements, no cost or discounted tradeshow entry, access to receptions and other networking events, use of private meetings space, Internet access at the trade show, translation assistance, and discounts and options for additional travel while in the United States.

The 2012 IBP trade show schedule is: International CES (consumer electronic equipment) January 10-13 in Las Vegas; World of Concrete (construction/heavy equipment) January 24-27 in Las Vegas; International Poultry Expo/International Feed Expo (agribusiness) January 24-26 in Atlanta; International Builders Show (construction) February 8-11 in Orlando; National Association of Broadcasters (broadcasting) April 16-19 in Las Vegas; Offshore Technology Conference (energy/oil) April 30 – May 3 in Houston; National Restaurant Association Restaurant, Hotel-Motel Show (hospitality) May 19-22 in Chicago; InfoComm International (audio/visual equipment) June 11-17 in Las Vegas; MINExpo International 2012 (energy/mining) September 24-26 in Las Vegas; Pack Expo International 2012 (packaging) October 28-31 in Chicago; and, Greater New York Dental Meeting (healthcare/dental) November 23-28 in New York.

For more information about the U.S. Commercial Service of Embassy Lima's International Buyer Program, visit the website [www.export.gov/peru](http://www.export.gov/peru), contact Gustavo Romero at [Gustavo.romero@trade.gov](mailto:Gustavo.romero@trade.gov) or call 434-3040.